

**Subject:** RE: Halloween Proposal

**From:** "Michael Filson" <@>

**Date:** 09/06/2016 10:50 AM

**To:** michael@downtownnews.com, dawn@downtownnews.com

Michael,

Yes, please reserve these spots. We are working on graphics and will have them sent over to you.

**Mike Filson**

Community Relations Manager

 <https://www.downtow>

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**Downtown Center Business Improvement District**

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

Call: 213-416-7524 | Fax: 213-624-0858

Web: [DowntownLA.com](http://DowntownLA.com)



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**From:** Michael Lamb [mailto:[Michael@downtownnews.com](mailto:Michael@downtownnews.com)]

**Sent:** Tuesday, September 06, 2016 10:41 AM

**To:** Michael Filson; Dawn Eastin

**Subject:** Halloween Proposal

Hello Mike,

Wanted to follow up with you on the proposal I sent last week.

Let me know if you want me to reserve space according to the schedule below.

Hope you had a great weekend.

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
1264 W. First Street  
Los Angeles, CA 90026

213-482-5932 Direct

Hello Mike ,

I can't believe we are already talking about Halloween. After looking at my original email to you Henna, I didn't include all of the items from last year so after putting my Focus Hat on, listed below is

what you did last year in full including the value added items.

## **2015 Campaign**

### **Halloween**

- 3 2/3 page ads (10/5 FALL A&E issue, 10/19, 10/26)
- 2 Front Page Banners (10/12, 10/19)
- Leaderboard (10/6 through 10/31)
- 4 weeks Enhanced Calendar Listing (10/5, 10/12, 10/19, 10/26)

Downtown News would love to have a table again and provide goodies for the kids.

Campaign Total: \$7480

This year, our online ad placements have changed to better serve all devices so we have made adjustments in the proposal below and added some more added value. In addition we have proposed dates for the 2 front page banners that are closer to the event date for mind share the week before and week of. Here is what we propose this year:

## **2016 Campaign**

- 3 2/3 pages (10/10, 10/17, 10/24)
- 2 Front Page Banners (10/24, 10/31)
- 1 Carousel ad on [DowntownNews.com](http://DowntownNews.com) - appears on all photo carousels desktop and mobile (Month of October)
- 4 Weekly or daily eblasts (Month of October)
- 4 Weeks Enhanced Calendar Listing in print (10/3, 10/10, 10/17, 10/24)
- 4 Weeks Sponsored Calendar Listing on Downtown News home page and calendar pages (Month of October)

We would love to have a table again to provide goodies for the kids.

Discounted Campaign Total: \$7480

Value Added Total: \$3645

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
1264 W. First Street  
Los Angeles, CA 90026

213-482-5932 Direct  
213-453-3548 Mobile  
213-250-4617 Fax

Schedule a call with me:

<https://calendly.com/michael-lamb>

<http://www.ladowntownnews.com/>

RE: Halloween Proposal

[michael@ladowntownnews.com](mailto:michael@ladowntownnews.com)

Keep an eye on the flow of information about Downtown Los Angeles:

<http://twitter.com/downtownnews>

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